

## Bonsall

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### Overview

The commercial lands in Bonsall are located in four distinct areas, primarily along Highway 76. The main commercial area is located in the village core of Bonsall north of Olive Hill Road. This area includes the River Village Shopping Center and a commercial development with restaurants, a gas station and other small businesses. Outside of the village core area, commercial development is characteristic of the rural setting of the community, in its mix of uses and design. This area consists of uses that are smaller in scale.

Overall, the community needs are met by outside commercial centers, located in the surrounding community/jurisdictions of Fallbrook, Oceanside and Vista. As a result, commercial demand is low, which is evident in the large proportion of vacancies and undeveloped land.

### Key Issues

- Further development of commercial lands can increase existing congestion along Highway 76, which is currently operating at a Level of Service (LOS) F
- Commercial designated lands are predominantly vacant or undeveloped

### Sponsor Group Direction

#### *Commercial*

- The commercial areas should be focused on visitor recreation to enhance the development of the proposed San Luis Rey River Regional Park
- Commercial land should not be increased due to the possibility of aggravating existing traffic congestion along Highway 76

#### *Industrial*

- No areas within the community plan area shall be planned for industrial development

### Additional Staff Analysis/ Recommendations

Staff supports the Sponsor Group's direction on industrial lands, recognizing that existing industries of agriculture and horse training provide economic vitality and employment in the community. Additionally, staff supports the Sponsor Group's desire to enhance the development of the proposed regional park but cannot recognize parklands until property has been dedicated or purchased for such use.

**Planning Commission  
Recommendations**

The Commission recommended a different designation from staff on two of the five items presented. A (C-3) Neighborhood Commercial designation was recommended for items number 3 and 4. Staff has agreed with the change and has applied it to the map.

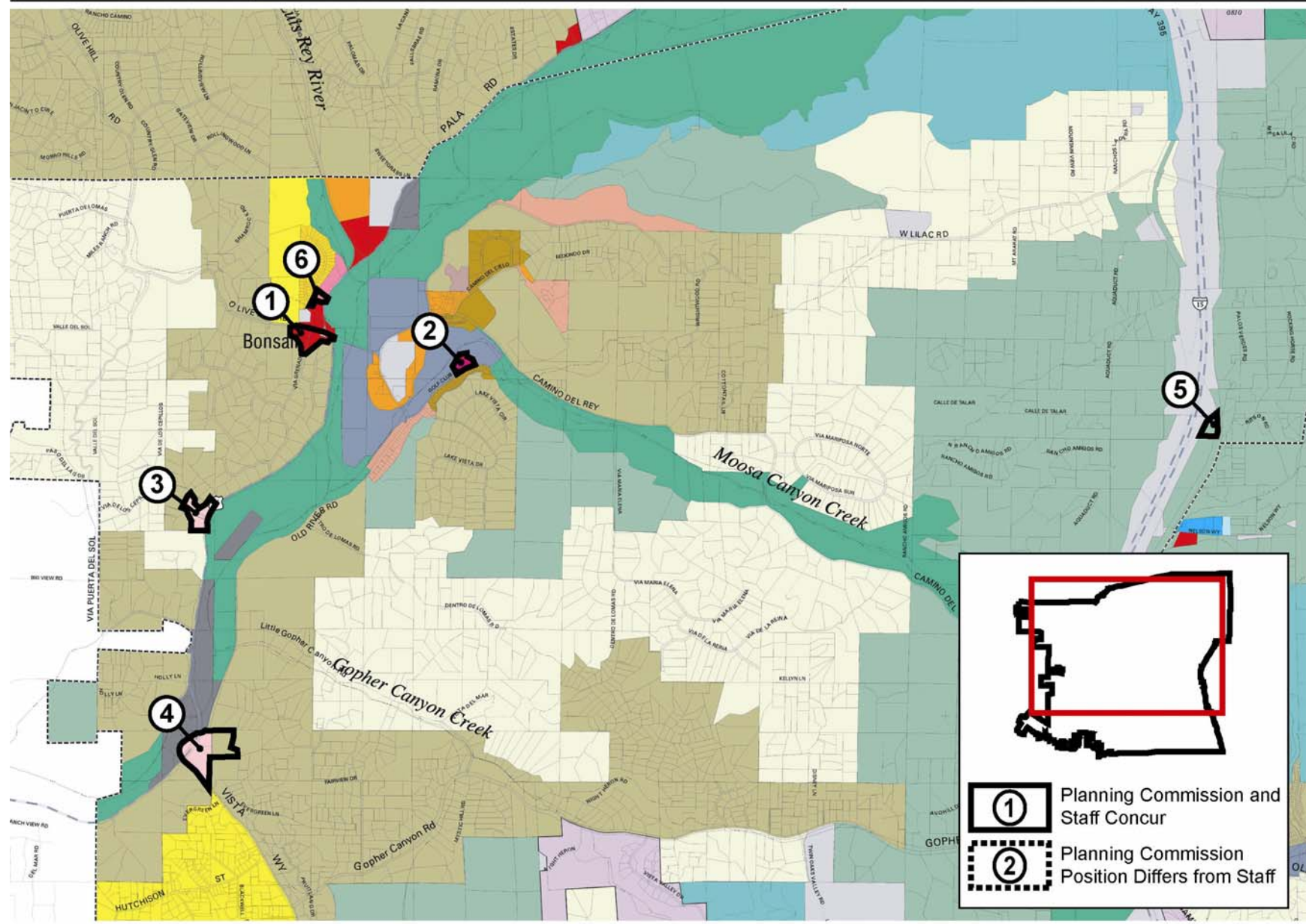
**ERA Needs Analysis**  
*(all numbers in gross acres)*

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	41	91	50	91	50
Industrial	23	0	(23)	0	(23)
Office	9	9	--	10	1

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*

**Bonsall (Portion of)**



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p><b><u>Staff</u></b> (C-1) General Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-2) Office Professional	No recommendation submitted	<p><i>Total Area:</i> 6.48 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses – adjacent to existing commercial uses consistent with the General Commercial designation (e.g. gas station, restaurants, etc.)</li> <li>Compatible with community character – reinforces and compliments the village core area, and encourages the development of a compact commercial center</li> <li>Within vicinity of vacant parcels currently designated Office Professional</li> <li>Recognizes an approved Tentative Map and existing private development plan, which designated these parcels as commercial</li> <li>Located within the village center</li> </ul>
2	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	No recommendation	No recommendation submitted	<p><i>Total Area:</i> 4.58 acres</p> <p><i>Current Use:</i> Golf course clubhouse</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>Elimination of (26) Visitor Serving Commercial designation necessitated a change</li> </ul>

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3	<p><b><u>Staff</u></b> Concur with Planning Commission</p> <p><b><u>Planning Commission</u></b> (C-3) Neighborhood Commercial</p>	(C-4) Rural Commercial with H designator	No recommendation submitted	<p><i>Total Area:</i> Approx. 9 acres</p> <p><i>Current Use:</i> Commercial businesses including a car lot, produce stand, pottery retail, antique store, and drive-thru coffee stand</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses – existing small-scale commercial uses in an area characterized by low-density residential development</li> <li>Compatible in use, scale and design with the semi-rural character of the area</li> <li>Recognizes existing uses that are smaller in scale</li> <li>Located along Highway 76, with limited access and parking</li> </ul>
4	<p><b><u>Staff</u></b> Concur with Planning Commission</p> <p><b><u>Planning Commission</u></b> (C-3) Neighborhood Commercial on commercial portion</p>	<p>(PK) Parks &amp; Recreation</p> <p>(SR-2) Semi-Rural Residential</p>	(C-1) General Commercial <b>(de Jong)</b>	<p><i>Total Area:</i> 24.62 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential (19) Intensive Agriculture</p>	<ul style="list-style-type: none"> <li>Smaller parcel, proposed for commercial, is adjacent to existing commercial designated land and major roadways</li> <li>Located within a semi-rural area, which is more appropriate for small-scale commercial uses</li> <li>Remainder parcel has an environmental constraint (wetland) and lacks access</li> <li>Further expansion of commercial property is inconsistent with community's desires</li> </ul>

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	Staff / Planning Commission	CPG/CSG	Owner		
5	<p><b><u>Staff</u></b> (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-10) Semi-Rural Residential	(C-1) General Commercial <b>(Kirchnavy)</b>	<p><i>Total Area:</i> 3.17 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Incompatible with surrounding land uses and community character, which is characterized by low-density residential development and agriculture</li> <li>• Inconsistent with regional policy of maintaining greenbelts between communities</li> <li>• Further expansion of commercial property is inconsistent with community's desires</li> <li>• Located outside the village core area and inconsistent with community policy of discouraging spot development outside the Country Town boundary</li> <li>• Would encourage adjacent property to also develop commercially, creating a strip commercial pattern</li> </ul>
6	<p><b><u>Staff</u></b> (C-2) Office Professional</p> <p>(C-1) General Commercial</p> <p><b><u>Planning Commission</u></b> Not presented to Planning Commission</p>	No recommendation	No recommendation submitted	<p><i>Total Area:</i> 1.36 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (4) Residential</p>	<ul style="list-style-type: none"> <li>• Property is surrounded by commercial designated lands along Highway 76</li> <li>• Located within the village core area</li> </ul> <p><i>Note: Change has been reflected on GP2020 Working Copy maps since early 2003</i></p>